

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, June 24, 2021**

The meeting of the Downtown Development Authority was held Thursday, June 24, 2021 at 8:00 a.m. in Conference Room 149-B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Quanita May, Commissioner (arrived at 8:20 a.m.)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Ben Gross, Deputy City Attorney
Ms. Michele Toliver, Project Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:05 a.m.

2. Roll Call

Roll was called and members were noted present as stated above.

Mr. Sznajstajler asked that everyone keep Officer Jason Raynor and his family in their thoughts and prayers.

3. Approval of Minutes

Regular Meeting – May 27, 2021

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of May 27, 2021 as presented. The motion carried (4-0).

Ms. May arrived for the meeting at 8:20 a.m.

4. Reports and Presentations

a. Public Safety Update

There was no one in attendance from the Police Department to make a report.

b. Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the results of the merchant survey. Mr. Gold stated the survey indicated that the most popular event held in the Downtown is the Halifax Art Festival, followed by the wine walks. Mr. Gold stated social media advertising was indicated to be the most effective. Mr. Gold stated the survey indicated the least favorite events are beer events and comments were included about food trucks and loud music. Mr. Gold stated most indicated an interest in holding an art festival at a different time of year other than at the time of the Halifax Art Festival, additional wine walks, and Saturday morning events for families. Mr. Gold stated only 10 people indicated they would like to have a merchant meeting. Mr. Gold stated an outline of the Strategic Marketing Plan could be sent out to the merchants to receive their input.

c. Events Update

Mr. Smith stated the June Food Truck event was the same weekend as the Truck Event that was held in conjunction with the Daytona International Speedway so the Food Truck event was postponed to July 23. Mr. Smith discussed the police fees for the food truck events and noted only 1 Police Officer would need to be assigned to the Food Truck events, similar to what is needed for the wine walks. Mr. Smith stated he looks forward to working with the Brown Foundation in coordinating events.

Mr. Smith provided a list of proposed events which includes 10 wine walks and an art festival in the spring. Mr. Smith stated he would like to work with the DDA to determine the amount of funds the DDA will be able to provide to support the events. Mr. Smith stated he would like to hold a Food Truck rally once a month on Friday nights as well as a monthly car rally. Mr. Smith stated the food truck rallies are a cost effective way to draw people to the downtown since they have their own connection through social

media and promote their own events. Mr. Smith stated the sooner the DDA commits to the schedule, the sooner he will be able to secure sponsors and promote the events.

Mr. Sznajstajler stated he felt this was a good time to have this discussion since it is close to budget time. Mr. Sznajstajler stated he feels it is important to have a diverse set of events and he likes the idea of a second Art Festival. Mr. Sznajstajler stated he is starting to see promotions for other art festivals in the area and he said we should make sure a second art festival would not be in conflict with another planned event.

Ms. Cook stated she liked the diversity for the proposed events. Ms. Cook stated the car show groups have wanted to return to the downtown so she is pleased to see those planned. Ms. Cook stated everyone likes the wine walks. Ms. Cook asked if the posters for the events can be provided in a pdf format so it can be shared with the merchants.

Ms. Kozinski stated she likes the proposed Oktoberfest idea. Ms. Kozinski stated wine walks are a great idea and likes the idea of an additional art festival. Ms. Kozinski stated food trucks are often controversial. Ms. Kozinski stated the music for events needs to be diverse.

Mr. Hopkins stated he likes Mr. Smith's approach and sees a lot of diversity in the events. Mr. Hopkins stated there has always been a good relationship with the Art Guild so he would hate to see a second art festival planned without their support. Mr. Hopkins stated he doesn't see the event schedule integrated with the esplanade but hopes it will as the event schedule is finalized.

Mr. Smith stated he has a very good working relationship with the committee that coordinates the Art Festival. Mr. Smith stated he wants to do something different for a second art festival and not the same thing that is done at the Halifax Art Festival.

Ms. May asked if the DDA will ask for a reduction in fees since so much will be planned to promote the downtown or should she approach the city and ask for a reduction in costs. Ms. May asked if there is any place where the DDA can ask for a reduction in fees in order to save money.

Mr. Smith stated he has not seen crime at any of his events and he does not feel there needs to be a large police presence during events. Mr. Smith stated the food truck events could be similar to

the Farmers Market set up which would include one road being used. Mr. Smith stated the costs should be minor.

Ms. May stated she could investigate how the DDA could get the lowest rate or zero on the costs for events.

Mr. Gross stated the license agreement between the DDA and the city may need to be changed since there is a requirement that the DDA must pay departmental service charges which are charged for all other permits for events on city property. Mr. Gross noted, however, there is a discretionary number of staff required but there is an obligation to charge for services.

Ms. Kozinski asked if the DDA could go to the city and ask them to sponsor events with us.

Mr. Sznajstajler stated he feels the DDA should come up with a list of events and then go to city staff and determine the projected costs for each event. Mr. Sznajstajler stated that would give the DDA an idea of the costs and the DDA could then work on options for paying those expenses.

Mr. Hopkins stated the city departments that assess the fees do not know the population that attend the events and feels the estimates may be based on a higher end, noting it can be discretionary.

Mr. Gross stated it is discretionary; however, the City Commission does have the authority to waive fees by either amending the agreement with the DDA or co-sponsoring events.

Ms. May stated she would provide a list to Mr. Berger of cities that have no costs for their events. Ms. May stated parking is a problem and would like to suggest that the city offer a trolley service so people could park at City Island and be transported to Beach Street.

Mr. Sznajstajler stated he feels the DDA needs to discuss a parking garage plan. Mr. Sznajstajler stated the DDA is not the event promoter and he wants the DDA to stay focused on supporting someone who is a proven event promoter or producer. Mr. Sznajstajler stated he would like to determine the fees and then go to the city for a specific ask.

Ms. May stated the City Manager is aware of the parking idea and she feels he may support the trolley idea.

Mr. Smith stated if less is spent for fees, more can be dedicated to marketing. Mr. Smith stated the fees for events are out of line for the types of events that are held.

Ms. May asked what her direction is from the DDA.

Mr. Sznajstajler asked that she meet with city staff to determine the fees for the types of events proposed on the schedule from Mr. Smith and the DDA will then workshop what they will ask from the City Commission, which will coincide with the proposed budget.

Mr. Berger stated he has looked at some events held by other cities and how they are funding them.

Mr. Gross stated there is a fee schedule in place for events based on the location. Mr. Gross stated there is not an obligation to assign personnel to events but the assignment is based on staff's assessment of the event. Mr. Gross stated a change in the fee structure would require City Commission action.

Mr. Sznajstajler stated the DDA has an agreement with someone to promote the events and he would like the DDA to stay out of the discretionary items. Mr. Sznajstajler stated he does not want the DDA to be in a position that should something happen at an event, it would be noted that the DDA may have said to not staff an event. Mr. Sznajstajler stated that decision needs to be made by the party who the DDA has contracted with to do events.

Mr. Gross stated the City Commission could decide to waive fees for DDA events; and the City Commission would not be required to waive fees for other groups.

Mr. Smith stated if the Board agrees with the proposed list of events, he will determine some fees for those events. Mr. Smith stated he would like to know by July or August how the DDA will support the events.

Mr. Sznajstajler stated the discussion on the events is timely and the DDA needs to know where it can help to support the events and then have the DDA Commission representative see what else can be done to support events.

d. Farmers' Market Update

Mr. Berger stated there has been difficulty with the preacher as is noted in the report from the Market Manager. Mr. Berger stated the

signage needs to be completed for the public points of entry that state the Market rules. Mr. Berger stated Gold & Associates has provided information on types of signage that could best be used.

Ms. Kozinski asked why the preacher was not arrested.

Mr. Gross stated he does not have enough information on the incident to determine why he was not arrested.

Mr. Berger stated the Father's Day event was very successful.

Ms. Kozinski asked if an event will be held at the Market for July 4.

Mr. Berger stated he has not heard if the Market Manager plans to hold an event.

e. Monthly Financial Report

Mr. Berger stated the Monthly Financial Report is included as part of the packet. The Board had no questions on the report.

f. FY2022 Draft Budget Update

Mr. Berger stated the preliminary budget is included as part of the packet.

Mr. Berger discussed the tax revenues from Volusia County. Mr. Berger stated discussions were held with County staff and it has been determined the DDA will be fully funded as it has been before. Mr. Berger stated the questions about intangible tax have been resolved.

Mr. Berger stated the Farmers' Market revenue is still a concern.

Mr. Berger stated the event promotion is noted at \$50,000 and that will be updated at next month's meeting based on information provided by Mr. Smith.

Mr. Berger stated the contract with Gold & Associates will end in September so the DDA will need to decide how it wants to proceed. Mr. Berger stated there are two – one-year extensions in the contract or the DDA could go out for an RFP. Mr. Berger stated a workshop could be held to have further discussion on how the DDA wants to proceed with marketing.

Mr. Hopkins stated he is satisfied with Gold & Associates' performance and he would be reluctant to go out for an RFP for those services.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to extend the contract with Gold & Associates for one year with a renewable option. After discussion, the motion was withdrawn.

Ms. May stated she is not satisfied with the rate of return on the investment with Gold & Associates. Ms. May stated she sees a return on the events held by BullsEye Marketing and feels the DDA is getting the best return from what BullsEye is doing. Ms. May stated she does not support extending the contract. Ms. May stated if the DDA does want to extend the contract, she feels it should be reduced and work more toward what is offered by BullsEye.

Ms. Cook stated she feels a workshop may be needed to further discuss this item before making a decision.

Mr. Sznajstajler stated he agrees with Mr. Hopkins; and for the amount of the investment, the DDA has made significant progress. Mr. Sznajstajler stated Gold and BullsEye offer different types of marketing. Mr. Sznajstajler stated Gold & Associates' numbers are based on measurable dynamics based on what people are doing on the computers, tablets, and telephones; and for a significant less cost, we are reaching thousands of people. Mr. Sznajstajler stated the DDA needs time to talk about this item and to weigh the pros and cons. Mr. Sznajstajler stated this is the second largest expense of the DDA after event promotion.

Ms. May stated the park will also be taking a share of the promotions.

Mr. Sznajstajler stated this marketing specifically focuses on the businesses in the downtown as well as the events.

Ms. May stated she would like a list of what the city is contributing to on-line marketing efforts. Ms. May stated she would like to know what percentage we are paying that is supporting what Mr. Gold is doing.

Mr. Berger stated he will make that inquiry to the City Manager's office.

After discussion, the Board agreed to hold a workshop on July 8, 2021 at 3:30 p.m.

Ms. May asked that Mr. Berger research Florida Festivals for costs of events.

Mr. Smith stated he will provide numbers for the events he has proposed and see that it is available prior to the meeting. Mr. Smith stated an aggressive event schedule has been proposed which will correlate to more money. Mr. Smith stated he would like to present information on the events at the meeting.

Ms. May stated she would like to know the specific costs to operate the Farmers' Market.

Mr. Berger stated he will get the specifics of those expenses but noted Gold & Associates tracks much of that information as well.

Mr. Hopkins stated he would like a summary of services provided by Gold & Associates as well as his contract. Mr. Hopkins stated he would like to know what is provided pro bono.

Ms. May stated she would like to know exactly what BullsEye provides in terms of marketing.

Mr. Gold stated the DDA might want to review the Strategic Marketing Plan at the workshop.

g. Downtown Projects Update

Mr. Joseph Yarbrough provided the Board with an update from the Brown Foundation regarding the Riverfront Park project. Mr. Yarbrough stated it was anticipated that the park would be open this summer; however, during a meeting in April, it was decided that the esplanade needed a perimeter so it could be identified as a separately managed piece of property in order to establish a privately-managed park. Mr. Yarbrough stated the change order for the perimeter was \$1,500,000, which includes fencing, the footer, and landscaping; and it took 90 days to get the fencing manufactured. Mr. Yarbrough noted the park is one mile long and runs from Orange Avenue to Main Street. Mr. Yarbrough stated it is anticipated that a soft opening for Phase 1 which runs from Main Street to International Speedway Blvd. will take place before the first of next year. Mr. Yarbrough stated mature live oaks and cypress trees have been installed. Mr. Yarbrough stated 50 cameras and 4 call boxes have been

installed for security purposes. Mr. Yarbrough stated the goal is to establish a place that is safe and free from vagrants. Mr. Yarbrough stated as long as the property remained a city park, many concerns could not be controlled, such as solicitation. Mr. Yarbrough stated the Sweetheart Trail is no longer considered a city trail, but it will remain open to the public. Mr. Yarbrough stated the entire park area will be a privately leased, non-profit operation where matters can be controlled that have caused problems in the past. Mr. Yarbrough stated there is a 50 year lease on the property. Mr. Yarbrough stated there will be a huge area at the end of Dr. Mary McLeod Bethune Blvd. that will not be fenced in but will be maintained by the esplanade and can be used as a Veterans Memorial area and can be considered a traditional public forum.

Mr. Yarbrough stated the second phase will be from International Speedway Blvd. to Orange Avenue and will include water features, a splash park, and restrooms. Mr. Yarbrough stated the site will include a replica of the Kress Building so the past will be remembered.

Mr. Yarbrough stated the boat slips will be closed until Phase I is opened.

Mr. Yarbrough stated the budget is \$800,000 per year; and \$350,000 of that is for a maintenance contract and \$100,000 for a custodial services contract.

Mr. Yarbrough stated the goal is to make sure the project works with the plans of the DDA. Mr. Yarbrough stated he feels it will be an attraction for regional guests.

Ms. May asked if it is the vision of the park developers that they will support DDA events or that the park's events will support downtown.

Mr. Yarbrough stated the goal is to work hand in hand with Beach Street. Mr. Yarbrough stated if an event is held on Beach Street at night, the esplanade will probably not be involved. Mr. Yarbrough stated the plans are to close the park at around 8:30 p.m. during the summer; however, it does not mean there is not flexibility to stay open later. Mr. Yarbrough stated the priority is to make sure the business community on Beach Street prospers from the esplanade.

Mr. Gross stated the lease agreement is designed to incentivize the foundation to do that. Mr. Yarbrough the Foundation's motivation is to draw people to the esplanade and the Beach Street area to help raise revenue to support the park.

Mr. Yarbrough stated Manatee Island will remain closed. Mr. Yarbrough stated it will be maintained but will not be maintained at the same level as the rest of the park area.

Ms. Cook stated she saw the original plans and attended the forums at the News-Journal Center, as well as hearing a presentation at a Rotary Club meeting. Ms. Cook thanked Mr. Yarbrough for the update and stated the project will make a huge difference in the downtown.

Mr. Yarbrough stated he feels it is important to be involved with the DDA as much as he can and must work to complement special events. Mr. Yarbrough stated the Browns have a budget for events and they would like to recoup some of that money.

5. **Public Comments**

There were no public comments.

6. **Board Comments**

Ms. Kozinski stated she was impressed with the number of people that attended yesterday's Merchants meeting.

Ms. Cook asked if information gathered at the merchants meeting could be provided to her.

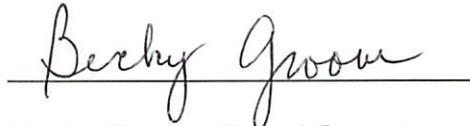
Mr. Sznajstajler asked that Officer Raynor be kept in everyone's thoughts and prayers.

7. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary